

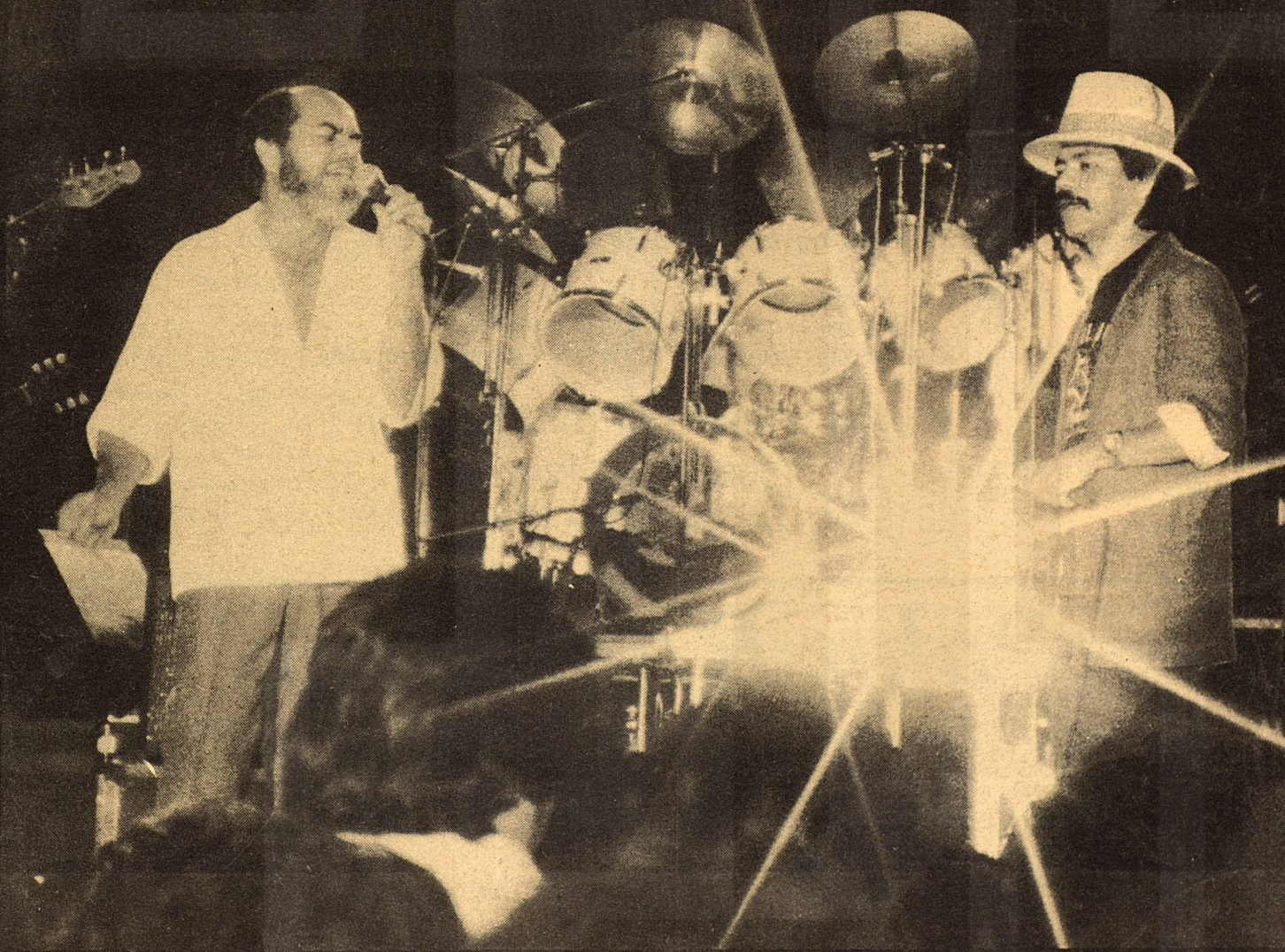
THE TESTANO ENTERTAINER

OCTOBER 1986

*"The People
Picture Publication"*

LUBBOCK GROUP
TO SHOWCASE FOR
ARISTA RECORDS

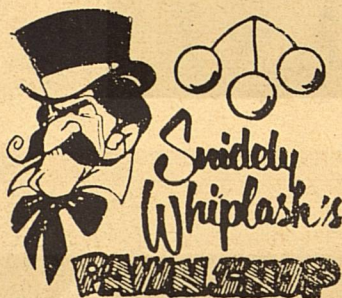
WEST TEXAS
HISPANIC MUSIC AWARDS
TO BE HELD IN LUBBOCK



NEW!

New Fluorescent Pink & Yellow Color Electric Bass Guitars!
 New Bajo Sextos with hardshell case \$595.00!
 New Mako Black Road Stars Guitars with hardshell case \$259.95!

School Instrument
 Rentals Available
 Violins-Brass Horns
 Snare Drum Kits



Open
 Mon-Fri 9am-5:30pm
 Sat 9am-4:30pm

WE HANDLE NEARLY ALL KINDS OF NEW & USED
 MUSICAL INSTRUMENTS & ACCESSORIES

New Accoustic Guitars: Takamine, Carlos & Yamaha
Electric Guitars: Mako, Takamine, Cort & Other Popular Used Brands
Amps / PAs / Speakers: Crate
Microphones: Shure & Sony
Cymbals: Zildjian & Camber
Accessories: Mike Stands, Mike Cords, Speaker Cords & Effects Pedals
Strings For Various String Instruments are Available at Special Prices!

Left Hand Guitars and Bass Guitars Available
 IN-HOUSE STORE FINANCING & LAY-A-AWAYS AVAILABLE

Open
 Mon-Fri 9am-5:30pm
 Sat 9am-4:30pm

Wayne Whitson or Billy Whitson
 (806) 765-5124
 2315 4th St. Lubbock, TX. 79415



Palm Room, Inc.

IDALOU HIGHWAY LUBBOCK, TX.
 FOR RENT

Available for Parties, Church Dances, Weddings, Quinceañeras
 Anniversaries, Family Reunions, and Graduations.

Contact Wayne Whitson or Chuck Harrison at 765-5124 Lubbock, Tex.

GARY HOBBS THE OUTER LIMITS

By Leandro Rivera
1986 Copyright The Tejano Entertainer

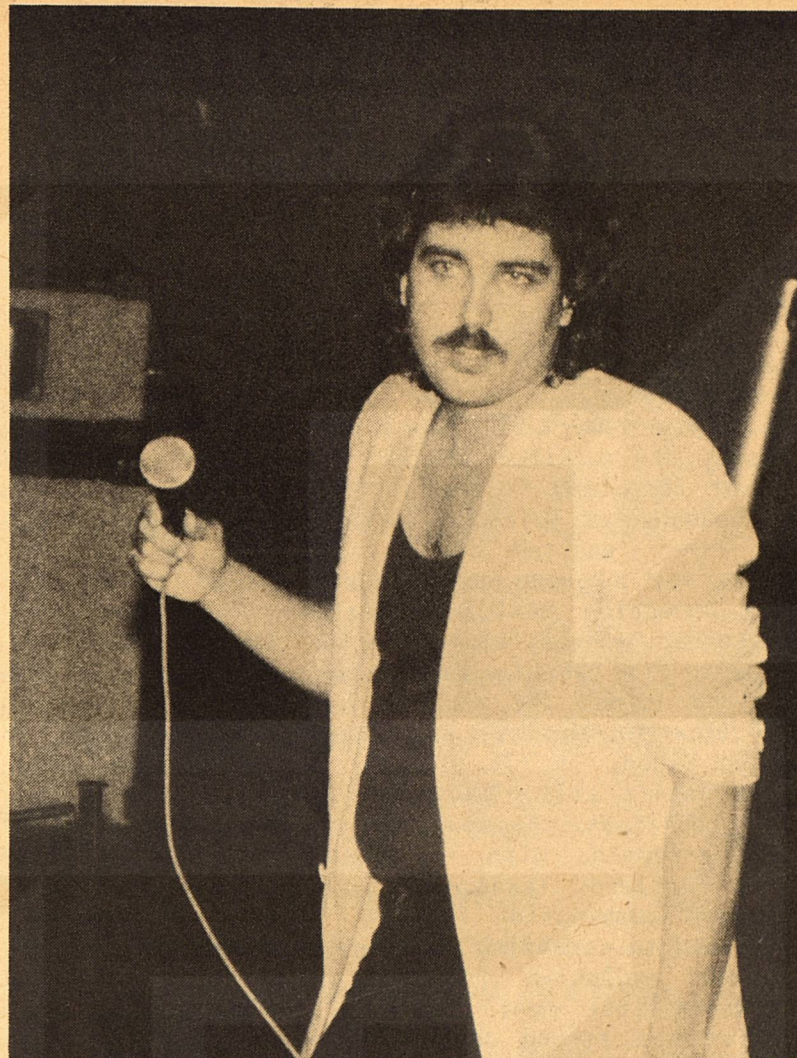
Gary Hobbs & Outer Limits, formerly the Hot Sauce Band, made a smashing appearance at Rumor's Club of North University and Erskin in Lubbock.

Born in Amarillo and raised in Eagle Pass, the twenty-six year old hazel eyes Gary Hobbs is a highly recognized artist in the Tejano music onda with awards to his credit as the '84 Mike Chavez "Most Promising Vocalist of the Year", the '84 KFLZ Radio "Most Promising Band of the Year" in Kingsville, and the '84 KIWW Radio "Most Promising Vocalist of the Year" in the Valley.

The Hot Sauce Band is credited with four popular album releases beginning with the '83 "Muy Caliente" and later with the '84 "Maniac" album, both released by Hacienda. They followed with their smash hit albums, "Mentiras" in '85 and "Salvame" in May of this year, both released by RCA International. Their most popular hit songs include "Se Acabo", "Ha Que No Le Cuentas", "Solo Mentiras" and "Tu Foto En La Pader".

Gary initially joined the Hot Sauce Band as keyboard player and sought an opportunity to sing after lead singer, George Valdez, withdrew from the group. Gary is also a former keyboard player for "The Force".

Gary Hobbs was indeed a delightful attraction last month for the packed house of party goers at Rumor's with his new show as - The Outer Limits.



GARY HOBBS

Rumor's
Come Feel The Magic

Phone
747-2255

I.D. Required

New Location
At North University & Erskin

Club Open Wednesday - Sunday 8 p.m. - 2 a.m.

Come feel the Magic
Everybody is invited to Our
Grand Re-opening October 2nd
Come out for a Party Weekend

Wednesdays - Ladies Nite. No cover for the Ladies. Free Draw Beer and \$1.00 off Well Drinks till 11 pm for the ladies only. \$1.00 Can Beer for everyone 8-10 pm. Win cash prizes with our Lip Sync Contest. Finals to be held Oct. 29th.

Thursdays - Ladies Nite II. Free Beer and \$1.00 off Well Drinks till 11 pm for the ladies only. \$1.00 Can Beer for everyone 8-10 pm. Other nitely specials!

Fridays - TGIF (Thank God Its Friday) \$1.00 Can Beer till 10 pm. \$1.00 off Bourbon Drinks. Dress Code Enforced.

Saturdays - BIG BASH PARTY NITE as Rumor's brings you the ultimate in Tejano and Disco Music. Dress Code Enforced.

Sundays - GRUB NITE. \$1.00 Can Beer & \$1.00 off Bar Drinks till 10 pm.



INTERSTATE
BATTERIES



Tori's Brake & Alignment

50th & Avenue L

Lubbock, Texas

Phone 744-4217

Brakes & Front End Overhauls

Specializing in Brakes, Wheel Alignments & Front Wheel Drives

Tori & Art - At Your Service

MARTINEZ RECORDS PRESENTS



EL GRUPO INTERNACIONAL
DE RICKY Y JOE
MARTINEZ

For Bookings Call

Ricky Martinez
(806) 744-5485

Roman Martinez
(806) 745-2671

PIO TREVINO MUSIC WITH MAGIC

By Leandro Rivera
1986 Copyright The Tejano Entertainer

When Pio Trevino decided to go into magic, he took a different approach with his abra-ca-de-bra's by applying them to the Tejano music industry. With a subtle snap of fingers, a brief abra-ca-de-bra gesture - Pio displayed his true act of "magic" by suddenly introducing his group, MAGIC. In a remarkable short 5-year period, the group has magically sky-rocketed to the top among the most prominent and most respected Tejano artists in the circuit today who draw thousands of Tejano music fans at each performance.

Pio first started his music profession in '68 as a vocalist for a group called Los Exitos. In '73, he moved on to Coneccion Mexicana (Mexican Connection) with whom he recorded the initial take of "Somebody Loves You" in '75. Later in '76, he developed the urge for English rock music and joined the rock band, Medusa. Returning to "la onda" (Tex-Mex music), he teamed up with Sangre Chicana (Chicano Blood) in '78 both as a vocalist and a manager. But it wasn't till 1980 that Pio began to see the light in the business. He realized his potential at that time while performing with the popular group, La Movida of Gregory Portland, Texas. Obviously, La Movida was not quite the right combination for Pio. A year and a half later, Pio decided to establish his own group, MAGIC.

In our exclusive interview with Pio prior to his performance last month at Pete's Fiesta of Lubbock, he illustrated a strong desire to introduce his own ideas to the Tejano music industry. This began to unfold with the beginning of his own group.

"I wanted to show what I could do - I wanted to have the 'say so' in order to 'do so'," Pio stated.

Pio's inspirations in music derived from his immediate musically inclined family.

"My father (David Villa Trevino) became a successful night club singer who initiated his professional singing career at the age of 18 with a CBS contract," Pio explained.

"He (Pio's father) became a popular night club act in New York where he performed together with such great singers as Frank Sinatra and others," Pio added.

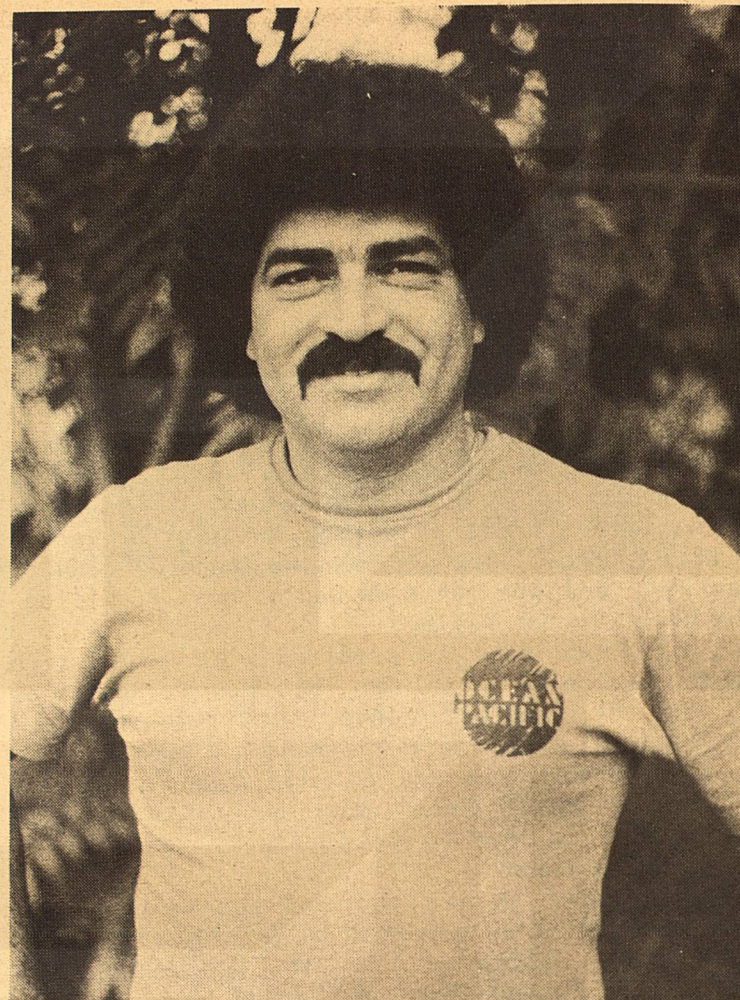
It was in New York where the elder David Villa Trevino met Pio's mother, Maria Quinones Trevino, a native of Puerto Rico residing in New York at the time. Her immediate family is from Puerto Rico.

Incidentally, Pio's grandmother on the side of his father was a sobrina (niece) of the legendary Mexican revolutionist, Pancho Villa. That explains the familiar tone that comes to our ears when we read and unconsciously hear the word so many of us Hispanics are so acquainted with.

Of the many single recordings credited to the magical Pio Trevino and Magic, "El Magazin", a ballad released in '81 as the group's first recording on the Hacienda record label, has undoubtedly proven to be the group's most popular single release. Their '83 "Perdona La Molestia" and "Regresa Ha Mi", their '84 "Ven" and "Esa Mujer" - all rancheras are also among the group's favorites released by Hacienda. "Muy Tarde Para Un Adios", released in '85 by RCA with a Top-40 flare of music style, gained international recognition receiving #1 ratings in Florida, New York, South America and Puerto Rico. In addition, it received listing status that year in Billboard Magazine.

According to Pio, his most popular Long Play album release is "El Concierto" also accepted internationally after its release in '85 by RCA. Other LP releases in both albums and cassettes includes "Magic" in '81, "Abracadabra" in '82, "Esa Mujer" in '83 and "It's Magic" in '84 - all released by Hacienda. After the "Concierto" album, the group

(Continued on page 12)



PIO TREVINO

Hair Cuts

Styles
For Men & Women

Perms

Ultimate Hair Design



Mary Carrillo
Patricia Valles

2014 B Clovis Rd.
Lubbock, Tx. 79415
(806) 741-0438



SPEED ELECTRIC AUTOMOTIVE

WINTERIZE YOUR AUTO

Radiator Flush & Antifreeze Check
Tune-Up Specials

Starters - Alternators - Carburetors
Tune-up - Air Conditioner - Electrical Work
Transmission Service

744-0259
4411 Avenue H LUBBOCK, TEXAS



COLDEST BEER
MIX-DRINKS
LIVE MUSIC



CHE-CHES BALL ROOM JOE & ELODIA FLORES

BUSINESS 744-9293
RESIDENCE 765-9809

1819 EAST BROADWAY
LUBBOCK, TEXAS 79403

SUPERIOR TRANSMISSION SERVICE

\$275 Special
On Most Transmissions

Automatic & Standard
Foreign & Domestic



- Open Saturdays
- Quality Work
- Financing Available
- 1 Day Service (in most cases)

FREE Estimates **FREE** Road Test **FREE** City Towing

4826 Avenue Q



741-1132

The Palace

Against All Odds



Party With Us!

New Music & New Atmosphere

Come where the People are Friendly
And where your Requested Songs are sure to be Played

New Chicano Ownership & Management

Come
&
Enjoy

Thursdays - Ladies Nite
Bar Specials All Weekend

Come
&
Enjoy

Different & More
Friendly Atmosphere

Special Arrangements will be made for 18, 19, & 20 Year Olds.

Dress Code Enforced

1708 4th St.

765-6069

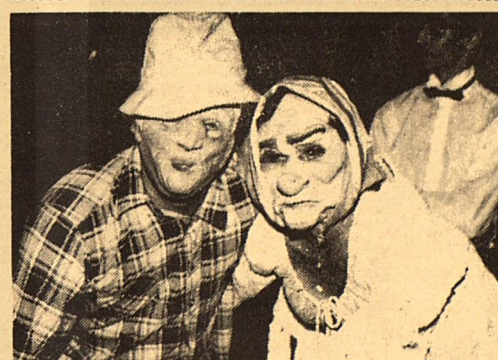


The newest club in town, "The Palace" with manager, Ruben Cisneros (center), is introducing an exciting new line of entertainment ideas. Cisneros began his campaign with the new "Pince" & "Princess of the Month." David Rodriguez (left) was awarded "Prince of the Month" for September while Diane Cobos was recognized as "Princess of the Month."



HALLOWEEN HORRORS

Costume Contests At The
Various Clubs Can Become
Profitable!
Plan Your Costume Now!



For Advertising Information
Contact Ruby Saucedo
At 744-9941

Call Our New Number Today!

Vol. II **744-9941** No. 7

For Advertising Information
Contact Ruby Saucedo
At 744-9941

THE TEJANO ENTERTAINER formerly THE LUBBOCK ENTERTAINER is published monthly. The contents of The Tejano Entertainer are protected by the U.S. Copyright registered in the U.S. Patent Office. All rights are reserved. Advertising resulting from this publication, its copy and makeup, with the sole exception of any protected advertiser's logo, are the exclusive property of THE TEJANO ENTERTAINER, and may not be reproduced in any manner, in whole or in part, without prior written consent from THE TEJANO ENTERTAINER. Mail inquiries and/or correspondence to: THE TEJANO ENTERTAINER, P.O. BOX 11581, Lubbock, Texas 79408.

© COPYRIGHT 1986 LEANDRO RIVERA / THE TEJANO ENTERTAINER

KCLR 1530 AM

RADIO RODRIGUEZ

"Donde Las Estrellas Brillan"

The Strongest Full-Time 5,000 Watts Clear Channel Spanish Radio Station Available
In The South Plains Accommodating the Hispanic Market Within A 200 Mile Radius

ENTERTAINMENT CALENDAR

PETE'S FIESTA - LUBBOCK, TEXAS
FRIDAY-OCTOBER 10: LOS REBELDES DEL BRAVO
FRIDAY-OCTOBER 17: LOS INVASORES DE NUEVO LEON
SATURDAY-OCTOBER 25: LA SOMBRA DE CHICAGO Y EL GRUPO
BLACKJACK (ANTES LOS FABULOSOS CUATRO)
PETE'S PALADIUM - PLAINVIEW, TEXAS
SUNDAY-OCTOBER 12: LOS GITANOS Y LOS REBELDES DEL BRAVO
SUNDAY-OCTOBER 19: LOS INVASORES DE NUEVO LEON Y LOS RELEROS
SUNDAY-OCTOBER 26: LA SOMBRA DE CHICAGO Y EL GRUPO
BLACKJACK (ANTES LOS FABULOSOS CUATRO)

BOTH CLUBS ARE NOW AVAILABLE FOR RENT
FOR WEDDINGS, QUINCEANERAS & OTHER PARTY CELEBRATIONS

For Ad Information Call (806) 253-9914
Or Write: KCLR, P.O. Box 340, Ralls, Texas 79357

COUPON COUPON COUPON

ANDY'S Family Restaurant

(MEXICAN FOOD - AMERICAN FOOD - SALAD BAR)

NEW LOCATION
1608 19TH STREET
LUBBOCK, TEXAS
(FORMERLY EL CHARRO'S REST
NOW ANDY'S FAMILY REST)

NEW BUSINESS HOURS
6 AM - 9 PM

Phone 744-2238
Andy Saucedo, Owner



PARTY ROOM AVAILABLE FOR GROUP GATHERINGS UP TO 100 PERSONS

2 For 1 EVENING SPECIALS Buy 1 - Get 1 FREE

Chicken Fry Steak OR Enchilada Dinner

COUPON

DAILY BREAKFAST SPECIAL - \$2.49 (SERVED 6 AM - 11 AM)
(INCLUDES 3 EGGS, HASHBROWNS, BACON OR SAUSAGE & TOAST)

COUPON GOOD MON THRU FRI AFTER 5 PM
EXPIRES 10/31/86

COUPON COUPON COUPON

CHRISTMAS

SHOP EARLY

Beautiful
GIFTS

D'S GIFT SHOP

BRASS - BRASS - BRASS
Full Line of Gift Items

AVOID THE RUSH
For A Wider Selection!

PHONE 765-5804
804 4TH STREET
LUBBOCK, TEXAS



Borden

1936 - 1986
Serving The South Plains
For 50 Yrs
With Quality Products

IF IT'S BORDEN - IT'S GOT TO BE GOOD

What are the most important things
you look for in the Dairy Products you
buy for your family?

QUALITY: Knowing you have purchased
the finest quality product on the market.
Satisfaction guaranteed is the way we
do business.

FRESHNESS: Knowing you are buying the
freshest product on the market, and
knowing it's guaranteed to be so.

PROCESSING: Knowing you are buying
a product produced in a clean environment
checked daily by the state health
department.

PACKAGING: An attractive package with
nutritional information and our guarantee
of freshness and quality on it.

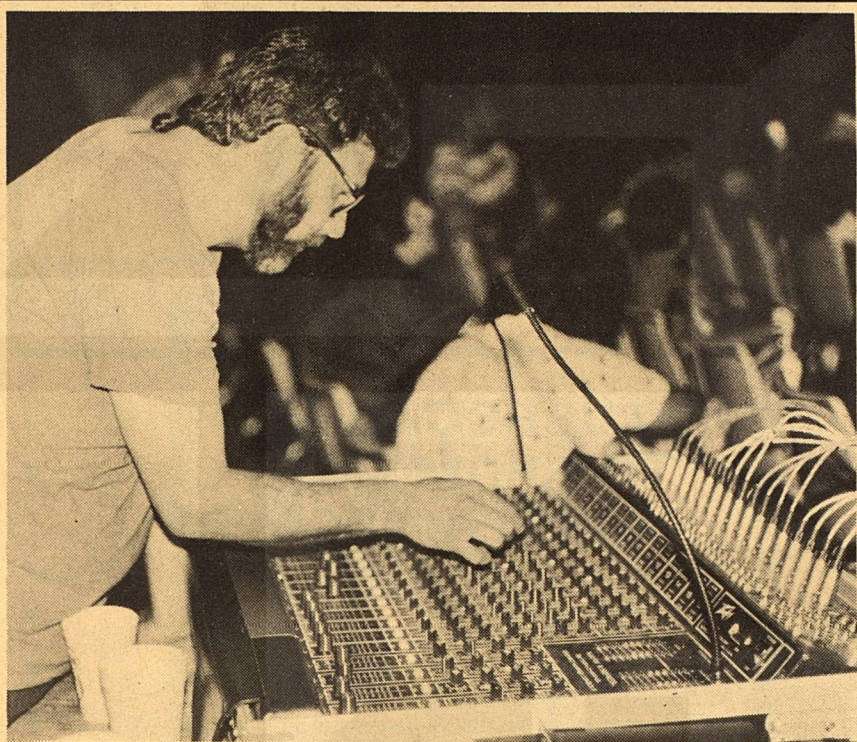
NAME BRAND: The pride of knowing the
name "Borden" means quality.

We think Borden means quality and
integrity because "you" our customers,
said it first with your continued support
over the years.

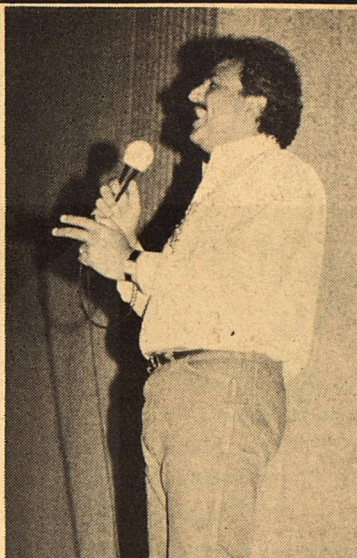
At Borden, We Believe You,
Our Customers, Are
"Number 1"

**FLASH BACK ON
MEXICAN INDEPENDENCE FIESTA CELEBRATIONS**

(Top left) David Gutierrez delivered an array of religious gospel songs as he sang to a pre-recorded soundtrack during the Fiesta celebrations last month at the Lubbock Memorial Civic Center. Other attractions to the celebration included exhibits such as "Paquitas" of Mary Moreno (bottom left) and other popular Mexican foods as provided by Arthur "Hot Stuff" Rodriguez (top right), the famous Mario's Fajitas (middle right) of Mario Perez, and Enrique's Mexican Restaurant (bottom right).



Johnny G. Gutierrez finds himself busy mixing sound for performing artists during the outdoor stage presentations for the Fiestas at the Civic Center last month.



FIESTAS '86



Mickey Renteria Rents

Is Still Loaded With

BRAND NEW MERCHANDISE!

Over **600** New Customers Can't Be Wrong!

Why Settle For Less?

•RENT-TO-BUY

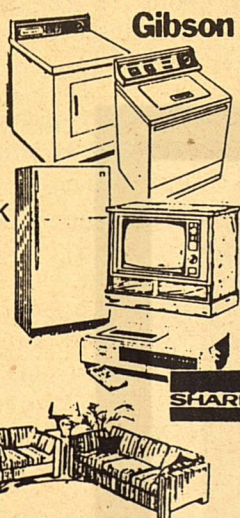
•RENT SHORT TERM

•NO CREDIT CHECK

•ARNETT-BENSON DISCOUNTS

•RETIRES DISCOUNTS

•MILITARY DISCOUNTS



•NEW WASHERS

•NEW DRYERS

•NEW COLOR TV's

•NEW REFRIGERATORS

•NEW VCR's

•NEW FURNITURE OF ALL TYPES

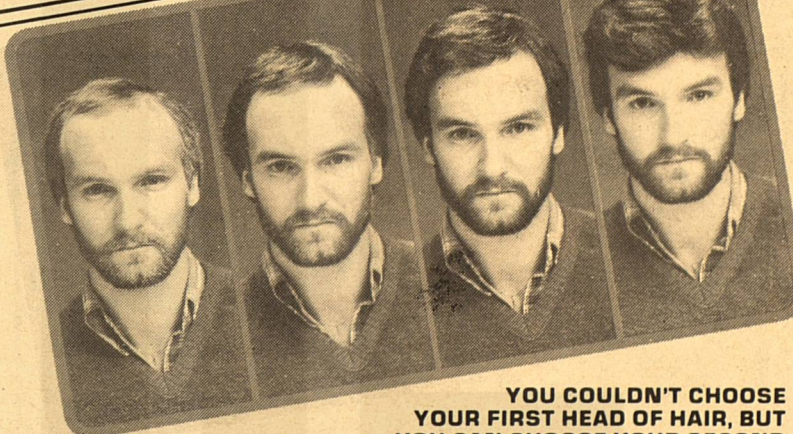
RENT BY PHONE

111 North University
(Across University Ave.
From United Supermarket)

763-6033

It's Revolutionary!
It's Exciting! It's a Solution!

HAIR PROGRESSION STEP BY STEP



**YOU COULDN'T CHOOSE
YOUR FIRST HEAD OF HAIR, BUT
YOU CAN CHOOSE YOUR SECOND**

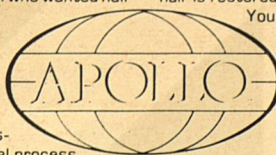
Over a decade ago, Apollo Hair Systems were introduced as a solution for men who wanted hair that wasn't a wig or toupee.

Apollo found the answer. Yet some men are apprehensive about a sudden change. That's understandable.

So now Apollo provides **HAIR PROGRESSION**. Hair progression is a **STEP by STEP** gradual process.

so that slowly the look of your younger days with hair is restored.

You can swim, shampoo, play sports, sleep with confidence only permanent hair can give. You deserve the things in life that build your confidence and improve your appearance. The Apollo Hair Progression is one of those things.



No surgery • No weave • No toupee

**For a Free Brochure
CALL NOW
794-7878**

Name _____

Address _____

City _____

State _____

Phone _____

APOLLO
HAIR CENTER
5121 69th Suite A-6
Lubbock, Texas 79424
794-7878



10/86

9
L

CARPET & UPHOLSTERY CLEANING

For Your Office, Business, Home, Motor Home
Aircraft, Special Occasion or Any Purpose
Bring back the Beauty & Freshness in Your Carpet & Upholstery
24 Hr. Service Available for Your Convenience

Lubbock, Texas 79415

David Lucero
Phone (806) 763-2534

AL's Flowers & Gifts

Flower Arrangements
Weddings, Funerals, Quinceañeras & Graduations
Fruit Baskets & Gifts for all Occasions
Plants, Fresh Flowers & Roses

Owner, Alfredo Delgado
107-B North University
Ph. 747-0915

Venga Y Visitenos

Lubbock's Super Store

TARPLEY MUSIC



STAFF (Left to Right)

Wally Moyers, Paul Martin, David Tarpley,
Jr. Vasquez, & Richard Barnett.

GUITARS-AMPLIFIERS-SYNTHESIZERS-KEYBOARDS-DRUMS

Visitenos Y Compre
Lo Mejor En Equipo Musical

3737 50th Street
Lubbock, Texas 79413-3913
Phone (806) 797-5833

PEAVEY
YAMAHA
FENDER
ENSONIQ



LUBBOCK GROUP TO SHOWCASE FOR ARISTA RECORDS

By Leandro Rivera
1986 Copyright The Tejano Entertainer

The many minutes, hours, days and months of hard work devoted to the writing, creating, composing, arranging and recording of over 18 original songs that project a strong commercial blend of soul and Top-40 may royally pay off for the Lubbock group, Lubach.

Lubach, a dynamite packed Lubbock group made up of highly professional musicians, has maintained a low profile building a bombshell scheduled to explode this October 11th during their first showcase appearance at Crystals Club.

Lubach which includes in its membership two former "Ohio Players" musicians, Vincent "Venny" Thomas and Jimmy Sampson, will be conducting the showcase specifically for viewing by representatives of Private Eye Encino Productions/Arista Records in an attempt to attract the biggest recording contract ever possible for a West Texas group.

Lubach managers, Gilbert Flores and Will Deshone, indicate the scheduled showcase may be the "biggest break" ever for a West Texas group in the history of Lubbock.

"Lubach, which means Lubbock, has been busy recording original music rather than performing 'live' to get a record deal - the dream of all musical groups. Although individual Lubach members perform professionally for other bands in Lubbock and Dallas, they have all pledged total commitment to Lubach. All members and their families are from Lubbock. They're looking for a chance for Lubbock to be recognized worldwide as a music city," Gilbert Flores stated.

"We need support from the public - chicano, black and anglo. Lubbock has alot of musical talent and should be noted for something else other than cotton," he added.

Lubach, who has spent endless hours recording at Broadway Studios of Lubbock, shall make their feature one-hour appearance between 11 pm and 12 pm at Crystals of 322 North University in Lubbock.

Other members of the Lubach Band are Charlie Jordan, Attris Johnson, & Ronnie Anderson. Contributing musicians are David Anderson, Michael Roberts, Darren Joe Mann and Michael Austin.

Stage lighting and sound for the expected "dynamite" performance will be provided by Lubbock's own - Electric Ear.

CUT COSTS

USE YOUR
VALUABLE COUPON
TODAY!

COUPON COUPON COUPON COUPON

**RENT-TO-BUY
RENT SHORT TERM
NO CREDIT CHECK
DELIVERY TODAY**

6 MONTHS FREE
(With This Coupon)
MEANS

12 MONTH CONTRACTS

• 19" Color TV's	• 25" Color TV's	• Furniture
• Washers	• Living Room Groups	• Dryers
• Pit Groups	• Dinettes	• Refrigerators
• Bunkbeds	• Recliners	• VCR's

RENT BY PHONE

AAA TV & Appliance Rentals
2310 4th Street 763-4043
(Look For The Big \$1.98 Movies Sign)

COUPON COUPON COUPON COUPON

Back to the Future - Off Beat - Jewel of the Nile - Beer -
Clue the Movie - Iron Eagle - Hosue - Nightmare on Elm Street Part 2 -

COUPON ☆☆☆ COUPON ☆☆☆ COUPON

3 Movies For \$2.98
(Sunday thru Thursday Any Time)
OVER 2,100 MOVIES IN STOCK

VCR's from \$2.49 (Sunday thru Thursday)

AAA RENTALS
Expires 10/31/86 **2310 4th Street**
(Look for the Big \$1.98 Movies Sign)
Store Hours: 9 am - 10 pm **763-4043**
(Sundays Noon to 6 pm)

Coming in Sept.: Out of Africa & Runaway Train

**TED'S #2
99¢ BURGERS**

Steak Fingers
\$1.99

3 BURRITOS \$1.99
or
3 SUPER DOGS \$1.89

Fish Dinner
\$1.99

216 North University
Lubbock, Texas
763-5306 WITH THIS COUPON 763-5307
Expires 10/31/86

Bakery Creations

Specializing In
Quinceañeras, Weddings, Birthdays
Private Parties & Homemade Pies
25% OFF WITH THIS COUPON



FOOD STAMPS
ACCEPTED

- Donuts & Bread
- Decorated cakes
- Pies & Cookies

Owners:
Margie Barrow
Linda Kirk

Expires 10/31/86

1301 50th street #7
Lubbock, Texas 79412
(806) 747-0086

**RYER SMITH'S
CHICKEN & CATFISH**

\$1.99

Chicken Fried Steak
Dinner
Good Anytime
11 a.m. - 10 p.m.

BOB CORCORRAN
LANA CORCORRAN

Expires 10/31/86



Ph. 765-8164
4th & Ave. U
Lubbock, Texas



ENRIQUE'S MEXICAN
Restaurant & Bar
Roman Oaks Plaza 82nd & Quaker
OPEN MON.-SUN. 11 A.M. - 10 P.M.

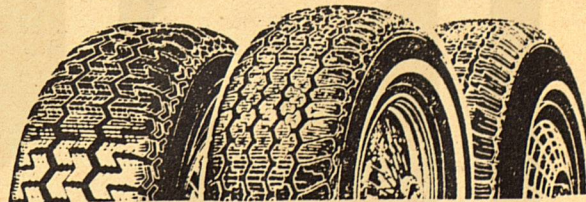
FREE Mexican Combo Dinner
With the purchase of a meal of equal or greater value.
(Save up to \$4.75)
Expires 10/31/86

NON-ALCOHOLIC
MARGARITA MADE FROM

SCRATCH WITH FRESH SQUEEZED LIMES!
"We Make The Best Margaritas In Town, Honest!"



IC's Car Care



FLATS FIXED \$3.00 & UP
USED TIRES AT DISCOUNT PRICES
MINOR AUTO REPAIRS
(FREE ESTIMATES)

Come By & Visit Us At 211 North University
Lubbock, Texas

BAKERY CREATIONS A UNIQUE DELICIOUS WAY TO COMMUNICATE

By Leandro Rivera
1986 Copyright The Tejano Entertainer

Conveying a message to a loved one may require a simple choice of words to get that special thought across. But on the other hand expressing oneself in a unique artistic manner will undoubtedly guarantee an everlasting impression. Bakery Creations, #7 at the Freedom Square center at 1301 50th Street in Lubbock, provides a wide range of creative artistic ideas in baking products and gifts to add that lasting finishing touch dimension to your thoughtfulness.

Bakery Creations owners, Linda Kirk and her mother, Margie Barrow, recently combined over 45 years of past experience in the baking business to bring you the most specialized creative baking service available in West Texas. With such combined knowledge, expertise and imagination, the dual bakers are able to illustrate any message or gesture on any size sheet cake. These rectangular one-layered sheet cakes are available with the traditional flower decorations for as low as \$10. Although other sizes are recommended based on the customer's imagination and accommodation of size of gathering or celebration. Not to mention the fact that your creative ideas can also be implemented in the traditional round cake as well. Decorated 8-inch round cakes also began as low as \$10.

For the wedding and quinceanera, tier cakes (numerous cakes usually two or more decorated and stacked uniformly on small pillars creating an overall pyramid structure) are indeed no frightening challenge to either Linda or Margie.

"There is no job too small or too large that we can't handle. With our years of experience in the business, we've baked decorated cakes for just about every possible occasion you can think of," Linda stated.

"We baked 'The Largest Cake in the World' for KLLL Radio about 5-6 years ago. It was a 4 foot by 8 foot huge sheet cake with a rainbow decor. As for new ideas, we welcome the challenge," Margie stated.

Tier cakes are perfect for quinceaneras and weddings. The Bakery Creations specializes in tier cakes of two to four tiers. An added feature to this type of decorated cake is "The Eternal Fountain of Love" for that sophisticated personal touch. The traditional ornaments used to illustrate the occasion are always a must. These specialty cakes are available in flavors of - but not limited to - white, chocolate, cherry and pineapple. All tier cake orders receive free delivery.

Fun items at the Bakery Creations are 8-inch three-dimensional design "hamburger cakes" and 12-inch decorated "pizza cakes". In addition giant 12-inch decorated chocolate chip, pecan crunch, peanut butter, oatmeal and over 25 different flavored cookies are available.

Another three-dimensional design decorated cake exclusive is the "Over the Hill" cake which illustrates the scene of a corpse in a casket resting on the cake with the letters inscribed - "With Our Deepest Sympathy on Your 30th Birthday." This type of humor can also be adapted to graduations, birthdays, showers, and anniversaries with the appropriate decor and message. Other decor exclusives have included illustrations of singer celebrities Dolly Pardon and Michael Jackson.

The Halloween celebration this month may be a good opportunity to experience the Bakery Creations communications system. According to Linda, plans are underway for specialty baking and decor exercises of pumpkins, witches, and ghosts for both cakes and cookies.

Bakery Creations also provides general baked products to satisfy any sweet taste bud. Donuts, cinnamon rolls, french pastries (crispy pastry filled with fruit), puffed pastry (flakey dough filled with fruit), apple fritters,



(Left) Linda Kirk, co-owner of Bakery Creations prepares a balloon bouquet of helium balloons for an eager customer awaiting to celebrate a birthday of "someone special". (Right photo) Margie Barrow (left) and Linda (right) display this beautiful 3-tier cake popular among weddings and quinceaneras.

brownies, danished pastry in assorted flavors, creme pies, creme cakes, homemade breads, homemade candy, pies and cakes are also available there at reasonable low prices.

In addition to the bakery products and services, Bakery Creations provides a variety of gift ideas in ceramics, stuffed dolls, candy trays, cookie trays and balloon bouquets.

Whether the communication is between your brain and your stomach or yourself and another self, you will always have the option of a unique delicious way to communicate your ideas. With a touch of originality and creativity, Bakery Creations will convey the message with a lasting impression.

5.6

PHOTO MAGIC

Color Prints—One Hour
Slides (E-6)—One Day

Black & White • Enlargements • Copies
Film • Chemicals • Paper






5404 4th Lubbock 797-8790

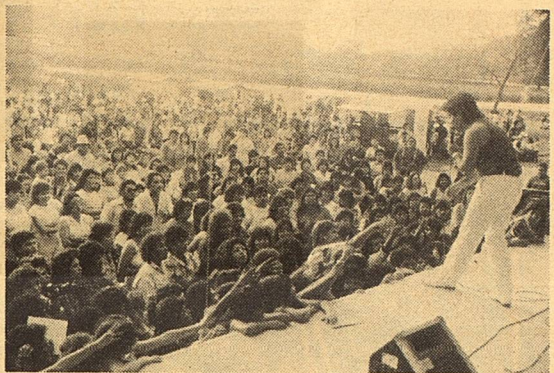
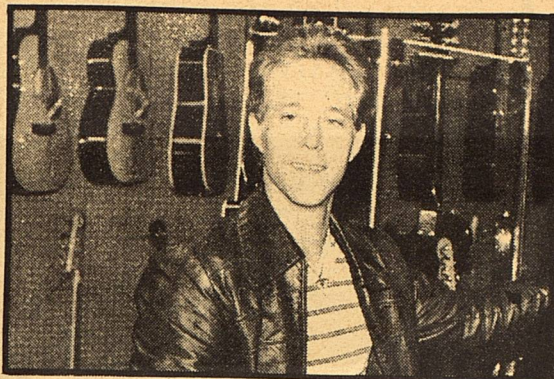
**The Return of the All New
Johnny G. Y El Momento Band
Look For It!**

For Bookings & Date Reservations
Call Johnny G at (806) 747-4715

For Weddings - Graduations - Quinceañeras



**OOPS!
WE GOOFED**



In our September issue we published the photo of Billy Whitson (top right) in the Snidely Whiplash's / Whitson Music Company advertisement and we forgot to change the name of Chuck Harrison (top left) which appeared under the photo. Well, Chuck really had no objections for as he put it - "it makes me look a little younger" - and as for Billy, he got a big kick out of it. Well its time to switch places and become your own self once again. All good things come to an end!

(Top lower right) Another sneak photo of the popular "lady's man" Ramiro Ram Herrera while performing at Buffalo Springs Lake last month during the KTLK outdoor Fiesta celebration concert.

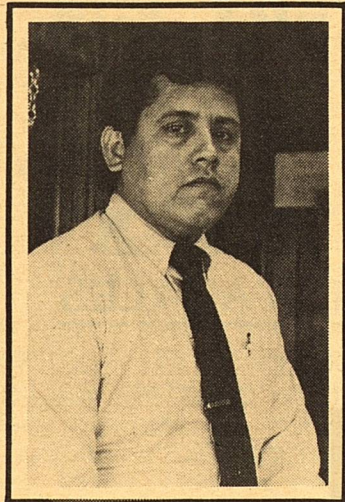


The Huber's Ad in this month's issue encourages to "LOOK FOR THE BIG COWBOY BOOT." The famous boot continues to stand. It's been there on Broadway since the beginning of downtown Lubbock. This is what it looks like.

COVER STORY

Little Joe Hernandez (left) and brother, Rocky (right), continue as the photo portrays them - as "Shining Stars". This staff photo was taken during their performance as "La Familia" for the Fiesta celebrations at the Lubbock Memorial Civic Center Exhibition Hall last month.

SCOGGIN Dickey



BUICK

**GMC
TRUCK**

SUBARU.
Inexpensive. And
built to stay that way.

CRUZ REYNA

*Serving West Texas
With Over 13 Years Experience
In New & Used Auto Sales*

*"I want to earn your business while
providing you with the best deal possible."*

BE SURE YOU ASK FOR CRUZ REYNA!

Open 6 days a Week 8 am - 6 pm

1917 Texas Avenue

Phone 747-3281

EL FRONTERISO

Tahoka Highway De Pete Guajardo



"El Palacio de los Bailes Norteños"

Coming Attractions this Month

OCTOBER 4:	LOS TAURES DE SINALOA
OCTOBER 5:	LOS TAURES DE SINALOA
OCTOBER 11:	LOS FABULOSOS DE REYNOSA
OCTOBER 12:	LOS FABULOSOS DE REYNOSA
OCTOBER 18:	JUNE P. GARCIA Y EL CONJUNTO MADRIGAL
OCTOBER 19:	JUNE P. GARCIA Y EL CONJUNTO MADRIGAL

Casa (806) 745-6967
Salón (806) 745-9968
Tienda (806) 745-2960

Route 6 Box 751
Lubbock, TX. 79412

University Chevron

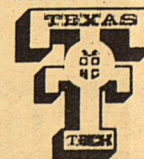


Oil Change

Filter- (30W) Oil
Filter- (10/40W) Oil
Free Lube Job With Oil Change

**Flats
Lube Jobs**

Welcome Back



Tune-Ups

V-8
6 Cyl
4 Cyl

**Air Conditioning
Recharge**

State Inspections Also Available / Mechanic On Duty

Full Service Chevron Service Station

Owner-Gilbert Deleon

110 North University, Lubbock, Texas Ph. 762-4809

(Continued from PIO TREVINO page 4)

released "Magic Fever" in '86 also on RCA. Their latest LP recording is scheduled for release later this month.

Frankly, Pio Trevino has not recorded quite as many records as other top Tejano artists, but has certainly enjoyed the privilege of ranking among the most recognized in the business. That's what makes him so magical. He has recorded a few number of records not because of finances but because of marketing strategies.

"I don't have to record too much when most of the songs on each album are 'airplay' material," Pio stated, "I try to get the most out of my recordings before releasing new material which will eventually put the previous in some dark storage shelf," he added.

Throughout the years since its beginning, The Mike Chavez Awards of Corpus has awarded Pio with the "Song of the Year" honor for such works as "El Magazin," "Ven," "Perdona La Molestia," "Esa Mujer" and "Muy Tarde Para Un Adios." Among the countless array of honors, Pio was also recognized "Most Promising Band" in '84 by the Tejano Music Awards.

Pio's most memorable performance was the '85 RCA Mexico City Disaster Benefit held at the Astro Dome in Houston attracting over \$30,000 spectators. He attributes his success and survival as an artist in the Tejano Onda to...."patience, drive, aggressiveness and the gift of God." His advice to newcomers in the business are...."learn to take the good with the bad - be serious and make sure that's exactly what you want."

Among the disappointments in his career, the "Tejanos for Hunger" audio and video production proved to be not only disappointing but embarrassing due to royalty disputes among the music companies representing the various artists who participated with the production.

Pio encourages continuity in airplay and promotion by promoters and radio stations who support the Tejano Onda.

"Promotions need to be carried on, particularly after an appearance. Promoters will promote an artist's music prior to an engagement. But immediately after the performance,

all promotion is suddenly dropped drastically," Pio stated.

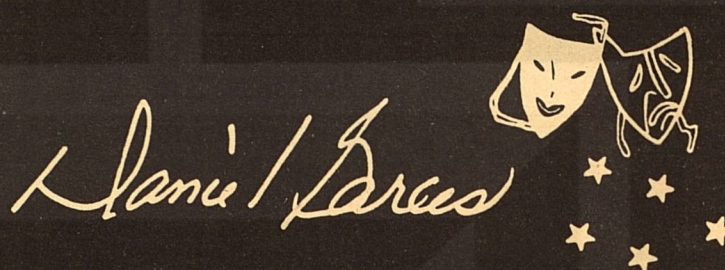
Arriving at the scene a bit later than others and with fewer recordings as compared to others in their rank, Pio Trevino and Magic share the privileges of today's respected top Tejano artists active in the Tejano Onda circuit.

Members of the Magic band include: Hector Flores of Brownsville and Joel Silva of Corpus Christi - both on keyboards; Joe Mier of Austin on bass; Gus Trevino of Victoria on guitar; and Sonny Ramirez of Cutulla on drums.

ABRA-CA-DE-BRA - That's Magic!

THE TEJANO ENTERTAINER

TO PLACE YOUR AD SIMPLY CALL
744-9941



STUDIO OF HAIRDESIGNERS

2105-50th

OAKWOOD CENTER

765-9963

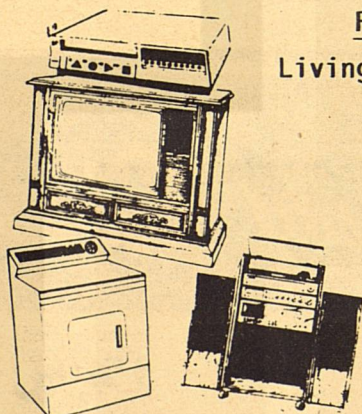
TIMELY RENTAL CO.

741-1700

RENT-TO-OWN

NO CREDIT REQUIRED

Washers & Dryers
Refrigerators
Microwave Ovens
Dinette Sets
Vacuum Cleaners
Bunk Beds



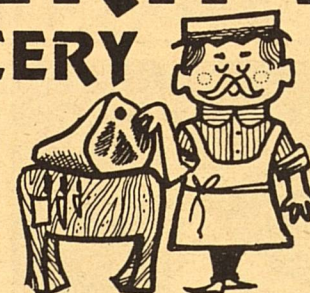
FREE DELIVERY

Living Room Suites
Stereos
VCR's
Color TV's
Jewelry
Gas Ranges

101-A UNIVERSITY
(Next To Luna Theatre)

Lubbock, Texas 79415

NEWBURN'S MEAT & GROCERY



SUPPLIES

& MEATS

FOR HOMEMADE TAMALES

WHOLE HOG HEADS
BONELESS HOG HEAD MEAT
PORK ROAST
SHUCKS & SPICES

\$5.00 Free Gas

With the purchase of a Meat Pack
Of 30 lbs or More

Double
TRADING
STAMPS
EVERY DAY
WITH PURCHASE

WE ACCEPT FOOD STAMPS

765-7029

**1721 Parkway
Drive**

**Open Monday Thru
Saturday 7:30 - 6:00
CLOSED SUNDAY**



SCHOOL TEACHER GOES FOR TEJANO MUSIC WITH DALLAZZ

By Ramon Hernandez

Israel Liserio Perez, lead vocalist for DALLAZZ, was born in Victoria on September 18, 1949. He attended Bloomington High School, and in 1976 graduated from A & I University in Kingsville with a bachelor in science degree.

Perez first began the music business with Los Magnificos in 1971 and later with Los Bravos Band from '72 to '75. He followed with Los Preferidos from '75 to '77 and thereafter, returned with Los Bravos Band in '77 with whom he performed till early 1980. Later that year he established the group DALLAZZ (pronounced the same as Dallas).

"Why 'Dallazz'? First of all, I'm a Dallas Cowboys fan, anything that represents them and their cheerleaders, even the television show 'Dallas' and JR Ewing," Perez said. "Furthermore, our raza, our culture loves the Dallas Cowboys. That's why I chose that name, as a tie-in to identify us with our fans. We then added 'zz' at the end to avoid any trademark litigation," he explained.

The group's popular single recordings includes the 1977 45 rpm release of "Un Pajarillo Me Dijo", "Nina Bonita" in '80 and "Alegre Corazon" in '86, all original compositions. The three albums to their credit are: "Dallazz" in '80 by Hacienda; "Nuevecito" in '84 by Peerless; and their most recent '86 release, "Israel".

Dallazz received an nomination to the 1984 Tejano Music Awards as "Most Promising Band".

Perez's first love is music. "But you usually can't make a living in music, so I hope to do as Roberto Pulido and get to the point where my talent takes me out of teaching," Perez stated.

"Right now my teaching career, is financing the major portion of my band; and Ray DeLeon, my sound engineer, is my co-investor. Additionally, teaching is the perfect career for a striving musician because you have weekends, holidays and summer off. No other job can handle that kind of deal," Perez explained.

"My records have never received significant airplay or promotion. Yet, it is my conclusion I have been able to market my services by my style of singing and the musical style Gary Herrera, my arranger, and I have adopted," he added.

(DALLAZZ article provided as a courtesy
of TEX-MEX MUSIC STORE of Lubbock.)

J & C MAINTENANCE SERVICES

PROVIDING QUALITY CLEANING
AT REASONABLE RATES

COMMERCIAL CLEANING - OFFICES
& NEW CONSTRUCTION - YARDWORK & ALLEYS

CARLOS LOPEZ
PHONE 744-9941

MONEY

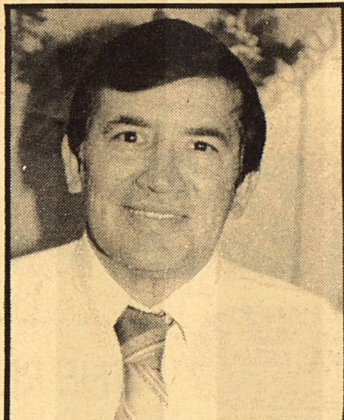
TO LOAN ON ANY
THING OF VALUE

LOOK FOR
THE
BIG COWBOY
BOOT

BARGAINS IN UNREDEEMED PLEDGES
"No Loan Too Large Or Too Small"

Huber's PAWN SHOP
805 Broadway

762-2850



Frank Saiz & Associates

Lubbock Insurance Services

HARDLUCK DRIVERS
AUTO INSURANCE
SR-22 FILINGS

LOW RATES
SMALL DOWN PAYMENT!
(Se Habla Espanol)

747-9560

All Types of Insurance
2815 AVENUE Q LUBBOCK, TEXAS

Tex-Mex Music Store

THE LATEST IN TOP TEJANO
NORTENO & INTERNATIONAL ARTISTS
IN RECORDS & TAPES

RAMIRO "RAM" HERREA
LA SOMBRA
LITTLE JOE Y LA FAMILIA
SELENA Y LOS DINOS
FITO OLIVARES
MAZZ

LAURA CANALES
PIO TREVINO & MAGIC
LA MAFIA
RAMON AYALA
JULIO IGLESIAS
FANDANGO



TONY & CHERYL
5023 Avenue H
Alamo Square
744-9939



WEST TEXAS HISPANIC MUSIC AWARDS TO BE HELD IN LUBBOCK

It doesn't seem two years since KTLK AM Radio initiated and introduced a blend of exciting and innovative Bilingual Spanish programming to the West Texas region. In celebration of their 2nd Anniversary this year, KTLK will host the first ever West Texas Hispanic Music Awards as sponsored by COORS and MDA. Well over 30,000 dollars of entertainment will be unveiled as many of the most popular Tejano entertainers from throughout the state will perform "live" for the event.

The celebration will pay tribute and recognize all creative artists in the Tejano Onda and West Texas music industry, from the composer, musician, performer, arranger, vocalist and entertainer. The event will undoubtedly promote a better understanding and appreciation for Tejano music and provide a public forum for the songwriters, performers and musicians.

The event, scheduled for November 13 at the Lubbock Municipal Coliseum on the Texas Tech campus, will present awards to artists in 16 different categories such as "Hit Song", "Best Album", "Male Vocalist", "Female Vocalist", "Best Showband", "Most Promising Band", "Vocal Duo" and "Songwriter 1986". In addition, the West Texas Hispanic Music Awards will for the first time pay tribute to West Texas artists in both the orchestra, conjunto and christian categories. The highlighted artists will be the end result of a tabulation of an extensive ballot voting process implemented amongst West Texas listeners.

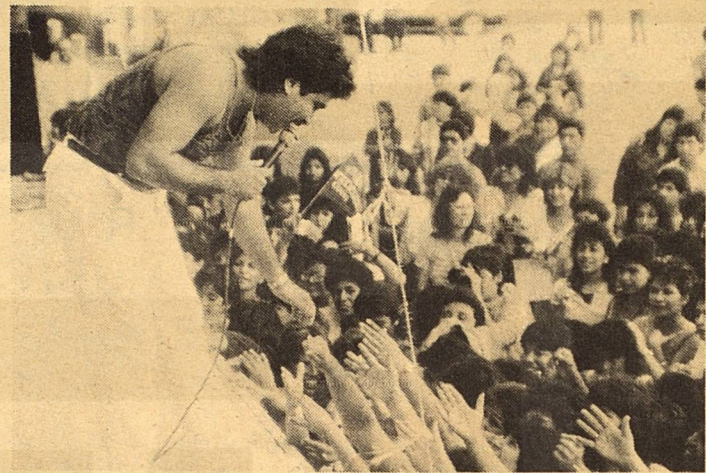
Expected to perform during the celebration are top Tejano favorites: Roberto Pulido, Little Joe Y La Familia, Laura Canales, David Marez, David Lee Garza, Los Dos Gilbertos, Ruben Vela, Bernardo Y Sus Compadres, JJ Y Los Zentellas, Tony De L Rosa, June P Garcia. Confirmed commitments will feature La Mafia, Fandango, Mingo Saldivar and Los Chavalos.

"This promises to be the greatest showcase of talent to ever perform under one roof in West Texas and Texas History. We're providing this for West Texas Tejano music fans to express our appreciation for supporting KTLK during our first two years of broadcasting," Rick Benavides, Manager for KTLK Radio of Lubbock, stated.

Radio, Television, and other personalities will be introduced to Lubbock Tejano music fans during the presentations of the various awards.

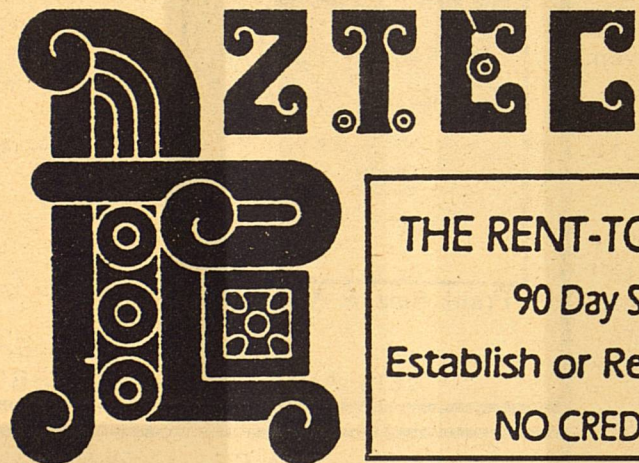
Clip your ballot form printed in this issue of The Tejano Entertainer to voice your opinion on who you feel is the "BEST" and who "BEST" represents the Tejano Onda. Mark only one artist in each of the 16 categories. Remember - only one per category. Drop your ballot in the mail addressed to: KTLK Radio, P.O. Box 93013, Lubbock, Texas 79493 or drop it by 3215 34th Street in Lubbock. One ballot per person. Duplicates are not valid.

Additional information will be announced on KTLK Radio 1460 on your AM radio dial.



Ramiro Ram Herrera immediately attracted primarily the ladies during his featured appearance at Buffalo Springs Lake during one of the many 16th of September celebrations held here last month.

**AVOID THE RUSH & SAVE!
SHOP FOR YOUR CHRISTMAS GIFTS NOW
WHILE SELECTIONS ARE GREATER!**



**SALES &
RENTALS**

THE RENT-TO-OWN WITH A DIFFERENCE

90 Day Same As Cash

2110

Establish or Re-Establish Credit Avenue Q

NO CREDIT REQUIRED!

744-4994

DISCOUNT FURNITURE INC.

INSTANT CREDIT AVAILABLE UP TO \$1500

NO PAYMENT NECESSARY FOR THREE MONTHS

WEEKLY, BIWEEKLY OR MONTHLY PAYMENT PLANS

FURNITURE - TVs - APPLIANCES

STEREOS - VCRs - EVEN WATERBEDS!

BRING IN THIS AD AND WE'LL

GIVE YOU A 10% CASH REBATE!

WITH APPROVED CREDIT

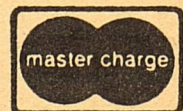
2106 Avenue Q

765-0071



Credit Applications May Be Processed By Phone

MASTERCARD & VISA WELCOMED



FIRST ANNUAL WEST TEXAS HISPANIC MUSIC AWARDS

NOVEMBER 13, 1986
The Lubbock Municipal Coliseum

°VOICE YOUR OPINION ON WHO "BEST"
REPRESENTS THE TEJANO ONDA.

°MARK ONLY ONE BLANK IN EACH OF THE
CATEGORIES LISTED BELOW.

°MAIL YOUR BALLOT NOW TO: KTLK RADIO
P.O. BOX 93013, LUBBOCK, TEXAS 79493.

°ONE BALLOT PER PERSON. COPIES OR
DUPLICATES ARE NOT VALID.

SPONSORED BY KTLK, COORS & MDA



KTLK

2nd Anniversary

OFFICIAL BALLOT



1986 HIT SONG (CONJUNTO)

AQUEL BESO.....LOS MONARCAS
LOS LAURELES.....LOS HNOS CADENA
VOY A LLORAR.....JJ Y LOS CENTELLAS
MI FLORECITA.....LOS CHAMACOS
PA NO ACORDARME DE TI.....JUNE P GARCIA
BRINCANDO CERCAS.....NICK VILLAREAL
EL QUE A HIERRO MATA.....HENRY ZIMMERLE
MI GRINGUITA.....BERNARDO Y SUS COMPADRES
SUELTA ME TODOS TUS PERROS.....LOS TAMAULIPECOS
EL ROSALITO.....LOS DOS GILBERTOS
LA CARGA DEL MILLION.....LOS PAVO REALES
CARTA DE AMOR.....LOS CHAVALOS

1986 HIT SONG (ORCHESTRA)

SI TU SUPIERAS.....LA MAFIA
NOCHE DE PECADO.....DAVID MAREZ
SOMEBODY LOVES YOU.....PIO TREVINO
ME VOY A IR.....LANTANNA
DAME UN BESO.....SELENA
ENTRE CANTINA Y CANTINA.....RAMIRO "RAM" HERRERA
YO NO TE PIDO LA LUNA.....FANDANGO
NO NOS QUIEREN CORAZON.....ROBERTO PULIDO
TU ME PERTENECES A MI.....CRUSADER BAND
Y ESA FUISTE TU.....ROMANCE
UN RINCONCITO EN EL CIELO.....BANDANGO
TENGO MIEDO QUERERTE.....BOBBY NARANJO
BOTONCITO DE CARINO.....LA SOMBRA

BEST ALBUM 1986 (CONJUNTO)

LA QUE SE FUE.....RAMON AYALA
BUSCATE OTRO TONTO.....LOS DOS GILBERTOS
LOS AGUILARES 25TH ANNIVERSARY.....LOS AGUILARES
VUELVE PECANDO.....TOBY TORRES
MI TOOT TOOT.....STEVEN JORDAN
HERIDO.....JUNE P GARCIA
MI GRINGUITA.....BERNARDO MARTINEZ
CITUACION PERDIDA.....LOS TAMAULIPECOS
EL GALLITO RE-LIBRADO.....NICK VILLAREAL
VOY A LLORAR.....JJ Y LOS CENTELLAS

BEST ALBUM 1986 (ORCHESTRA)

SALVAME.....GARY HOBBS
NO CREO EN PROMESAS.....ROMANCE
FELICIDADES.....FANDANGO
MOST WANTED MAN.....RAMIRO "RAM" HERRERA
SIMPLEMENTE.....ROBERTO PULIDO
ALPHA.....SELENA Y LOS DINOS
MAFIA 1986.....LA MAFIA
CUANTAS VECES.....DAVID LEE GARZA
BOTONCITO DE CARINO.....LA SOMBRA
MI ULTIMO ROMANCE.....BOBBY NARANJO

MALE VOCALIST 1986 (CONJUNTO)

RAMON AYALA (Los Bravos Del Norte)
JUNE P GARCIA (Conjunto Madrigal)
JJ (Los Centellas)
JAIME DE ANDA (Los Chamacos)
BERNARDO MARTINEZ (Los Compadres)
DAVID DE ANDA (Los Chavalos)
RUBEN VELA (Y Su Conjunto)
HENRY ZIMMERLE (Y Su Conjunto)
NICK VILLAREAL (Y Su Conjunto)
TOBY TORRES (Y Su Conjunto)

MALE VOCALIST 1986 (ORCHESTRA)

OSCAR GONZALES (La Mafia)
TONY GUERRERO (La Sombra)
PIO TREVINO (Magic)
JOE LOPEZ (Mazz)
ROBERTO PULIDO (Los Clasicos)
ARTURO MONTEZ (Ternura)
LITTLE JOE HERNANDEZ (La Familia)
RAMIRO "RAM" HERRERA (Montana)
GARY HOBBS (Hot Sauce Band)
DAVID MAREZ (People)

FEMALE VOCALIST 1986

SELENA QUINTANILLA (Los Dinos)
LAURA CANALES
PATSY TORRES (Patsy Torres Band)
MICHELLE
GLORIA ESTEFAN (Miami Sound Machine)
LISA LOPEZ

VOCAL DUO 1986

JOE LOPEZ & JIMMY GONZALES (Mazz)
OSCAR & LEONARD GONZALES (La Mafia)
RUBEN Y ALFONSO RAMOS (Texas Revolution)
BOBBY NARANJO Y RENE SERRATA (Direccion)
GILBERT GARCIA Y RUBEN GARZA (Dos Gilbertos)
RAMON AYALA Y ELISEO ROBLES (Bravos Del Norte)
EMILIO Y GERARDO AGUILAR (Los Aguilares)

BEST SHOWBAND 1986 (ORCHESTRA)

LA SOMBRA
SELENA Y LOS DINOS
LA MAFIA
LITTLE JOE Y LA FAMILIA
PIO TREVINO Y MAGIC
MAZZ
ROBERTO PULIDO Y LOS CLASICOS

BEST SHOWBAND 1986 (CONJUNTO)

LOS CHAMACOS
MINGO SALDIVAR
LOS DOS GILBERTOS
STEVE JORDAN
LOS CHAVALOS

MOST PROMISING BAND 1986 (ORCHESTRA)

CRUSADER BAND
LANTANNA BAND
FANDANGO
SPECIAL
BANDANGO

MOST PROMISING BAND 1986 (CONJUNTO)

NICK VILLAREAL
LOS NUEVOS NOBLES
LOS HNOS CADENA
LOS HERMANITOS BANDA
LOS CHAVALOS

MOST PROMISING BAND LOCAL WEST TEXAS (ORCHESTRA)

CIERRA
LOS SUNSHINERS
RUBY Y KALIDAD
KRYSTAL BAND
FM BAND
BUENA SUERTE

MOST PROMISING BAND LOCAL WEST TEXAS (CONJUNTO)

LOS CABALLEROS
LOS HNOS VALDEZ
RICKY Y JOE MARTINEZ
Y EL GRUPO INTERNACIONAL
LOS CONTINENTALES

SONGWRITER 1986

LUIS SILVA
GIL MARTINEZ
MARIA LUISA RAMIREZ
JUAN H BARRON
HOMER HERNANDEZ

BEST CHRISTIAN ARTIST 1986

RUDY GUERRA
MARIA ELENA
PAULINO BERNAL
TONY SAUCEDA
RICARDO MONTOYA
CRYSTAL RIVER

Alfred's PAINT and BODY

Auto Paint & Body Work
Complete Restoration for Late & Early Models
Free Estimates - Insurance Claims Welcomed
Specialty Paints - Imron Paint Specialists
Factory & Custom Pinstripe Service
Free Pick Up & Delivery
In Local Area
Satisfaction Guaranteed!



1312B - 34th Street
Lubbock, Tx. 79405

ALFRED
SIFUENTES
OWNER

763-7264
763-0212